

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BOARD OF PATENT APPEALS AND INTERFERENCES**

In Re Application of:
Dean F. Jerding

Serial No.:
09/518,041

Filed:
March 2, 2000

For:
Apparatus and Method for Providing a
Plurality of Interactive Program Guide Initial
Arrangements

Confirmation No.: 4646

Group Art Unit:
2623

Examiner:
Van Handel, Michael P.

Docket No.:
A-6284

APPEAL BRIEF UNDER 37 C.F.R. § 41.37

Mail Stop Appeal Brief - Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This Appeal Brief under 37 C.F.R. § 41.37 is submitted in support of the Notice of Appeal filed on October 16, 2008, responding to the final Office Action mailed July 7, 2008 (Part of Paper No./Mail Date 20080630) and to the Advisory Action mailed October 9, 2008 (Part of Paper No. 20080930).

I. REAL PARTY IN INTEREST

The real party in interest of the instant application is Scientific-Atlanta, Inc., having its principal place of business at 5030 Sugarloaf Parkway, Lawrenceville, GA 30044. Scientific-Atlanta, Inc., the assignee of record, is wholly owned by Cisco Systems, Inc.

II. RELATED APPEALS AND INTERFERENCES

There are no related appeals or interferences.

III. STATUS OF THE CLAIMS

Claims 121-144 stand finally rejected by the final Office Action mailed July 7, 2008, and are the subject of this appeal. Claims 1-120 were cancelled during prosecution.

IV. STATUS OF AMENDMENTS

An amendment to claim 1 was submitted in response to the final Office Action (in a response filed September 8, 2008), but the Advisory Action indicates the amendment was not entered by the Examiner. The claim listing in section VIII. CLAIMS – APPENDIX (below) represents the present state of the claims.

V. SUMMARY OF THE CLAIMED SUBJECT MATTER

Embodiments of the claimed subject matter are summarized below with reference numbers and references to the written description (“specification”) and drawings. The subject matter described below appears in the original disclosure at least where indicated, and may further appear in other places within the original disclosure.

Embodiments of the claimed subject matter, such as those defined by independent claim 121, define a set-top terminal (STT) (FIG. 2, ref. num. 16). The STT comprises: memory (see, e.g., p. 10, lines 1-25, and FIG. 2, ref. num. 30) configured to store an interactive program guide (IPG) (see, e.g., p. 12, line 15 to p. 13 line 20; and FIG. 2, ref. nums. 39, 40, and 41), the IPG configured to display, on a display screen (see, e.g., FIG. 2, ref. num. 21), program information related to a plurality of television programs (see, e.g., p. 13 line 15 to p. 14 line 15), the program information for each television program including at least a title of the television program, a start time of the television program, and a channel on which the television program can be viewed (see, e.g., p. 16 lines 1-5); and a processor (see, e.g., p. 10 lines 5-15; and FIG. 2, ref. num. 24) in communication with the memory (see, e.g., p. 10, lines 1-25; and FIG. 2, ref. num. 30), the processor configured to control the IPG (see, e.g., p. 12, line 15 to p. 13 line 20; p. 16 lines 5-15; and FIG. 2, ref. nums. 39, 40, and 41) to display the program information (see, e.g., p. 10 lines 5-20; p. 12 lines 15-20; and p. 13 lines 15 to 25); wherein the processor is further configured to receive an arrangement instruction (see, e.g., p. 18 lines 5-10; and p. 27 lines 1-15) from a viewer to display the program information in one of at least two views (see, e.g., p. 18 line 10 to p. 20 line 2; p. 20 lines 2-15; p. 20 line 15 to p. 21 line 10; p. 21 line 10 to p. 22

line 5; p. 22 line 5 to p. 23 line 5; p. 23 line 5 to p. 24 line 10; p. 24 line 10 to p. 25 line 5; p. 25 line 5 to p. 25 line 25; p. 26 line 1 to p. 27 line 5; and FIGs. 6-14) including at least a first view and a second view, wherein the first view includes television program titles arranged in columns corresponding to sequential broadcast times and in rows corresponding to sequential channels (see, *e.g.*, p. 18 line 10 to p. 20 line 2; p. 20 lines 2-16; FIG. 6; and FIG. 7) wherein the second view includes television program titles arranged in rows corresponding to sequential broadcast times (see, *e.g.*, p. 20 line 15 to p. 21 line 10; p. 21 line 10 to p. 22 line 5; p. 22 line 5 to p. 23 line 5; p. 23 line 5 to p. 24 line 10; p. 24 line 10 to p. 25 line 5; p. 25 line 5 to p. 25 line 25; p. 26 line 1 to p. 27 line 5; and FIGs. 8-14); and wherein the processor is further configured to, responsive to receiving an activation instruction from a viewer, change the display screen from a program view predominantly showing a television program to an IPG view predominantly showing program information in a view corresponding to the received arrangement instruction (see, *e.g.*, p. 13 lines 15-25; p. 16 lines 5-15; and p. 18 lines 5-20); and wherein the processor is further configured, responsive to receiving a focus instruction subsequent to the activation instruction, to center the sequential channels on the channel corresponding to a current program to which the STT is tuned, and to highlight the one of the television program channels corresponding to the current program (see, *e.g.*, p. 19 line 15 to p. 20 line 2; p. 20 lines 5-15; p. 30 lines 20-25; p. 21 lines 15-20; p. 22 lines 15-25; p. 23 lines 5-15; p. 23 line 20 to p. 24 line 10; p. 25 lines 1-5; p. 25 lines 15-25; and p. 26 lines 15-20).

Embodiments of the claimed subject matter, such as those defined by independent claim 129, define a method for presenting information related to a plurality of television programs to a viewer. The method comprises storing an interactive program guide (IPG) (see, *e.g.*, p. 12, line 15 to p. 13 line 20; and FIG. 2, ref. nums. 39, 40, and 41) in a memory unit (see, *e.g.*, p. 10, lines 1-25, and FIG. 2, ref. num. 30) contained within a set-top terminal (STT) (see, *e.g.*, FIG. 2, ref. num. 16), the IPG configured to display, on a display screen (see, *e.g.*, FIG. 2, ref. num. 21), program information related to a plurality of television programs (see, *e.g.*, p. 13 line

15 to p. 14 line 15), the program information for each television program including at least a title of the television program, a start time of the television program, and a channel on which the television program can be viewed (see, e.g., p. 16 lines 1-5); presenting an option to receive an arrangement instruction (see, e.g., p. 18 lines 5-10; and p. 27 lines 1-15) from a viewer to display the program information in one of at least two views (see, e.g., p. 18 line 10 to p. 20 line 2; p. 20 lines 2-15; p. 20 line 15 to p. 21 line 10; p. 21 line 10 to p. 22 line 5; p. 22 line 5 to p. 23 line 5; p. 23 line 5 to p. 24 line 10; p. 24 line 10 to p. 25 line 5; p. 25 line 5 to p. 25 line 25; p. 26 line 1 to p. 27 line 5; and FIGs. 6-14) including at least a first view and a second view, wherein the first view includes television program titles arranged in columns corresponding to sequential broadcast times and in rows corresponding to sequential channels (see, e.g., p. 18 line 10 to p. 20 line 2; p. 20 lines 2-16, FIG. 6; and FIG. 7), and wherein the second view includes television program titles arranged in rows corresponding to sequential broadcast times (see, e.g., p. 20 line 15 to p. 21 line 10; p. 21 line 10 to p. 22 line 5; p. 22 line 5 to p. 23 line 5; p. 23 line 5 to p. 24 line 10; p. 24 line 10 to p. 25 line 5; p. 25 line 5 to p. 25 line 25; p. 26 line 1 to p. 27 line 5; and FIGs. 8-14); and responsive to receiving an activation instruction from a viewer, changing the display screen from a program view predominantly showing a television program to an IPG view predominantly showing program information in a view corresponding to the received arrangement instruction (see, e.g., p. 13 lines 15-25; p. 16 lines 5-15; and p. 18 lines 5-20); and responsive to receiving a focus instruction subsequent to the activation instruction, centering the sequential channels on the channel corresponding to a current program to which the STT is tuned and highlighting the one of the television program channels corresponding to the current program (see, e.g., p. 19 line 15 to p. 20 line 2; p. 20 lines 5-15; p. 30 lines 20-25; p. 21 lines 15-20; p. 22 lines 15-25; p. 23 lines 5-15; p. 23 line 20 to p. 24 line 10; p. 25 lines 1-5; p. 25 lines 15-25; and p. 26 lines 15-20).

Embodiments of the claimed subject matter, such as those defined by independent claim 137, define a computer-readable medium (see, e.g., p. 14 line 10 to p. 15 line 10) having a stored computer program for a set-top terminal (STT) (see, e.g., FIG. 2, ref. num. 16) to present information related to a plurality of television programs to a viewer. The program comprises: logic configured to store an interactive program guide (IPG) (see, e.g., p. 12, line 15 to p. 13 line 20; and FIG. 2, ref. nums. 39, 40, and 41), the IPG configured to display program information describing a plurality of television programs (see, e.g., p. 13 line 15 to p. 14 line 15), the program information for each television program comprising a title of the television program, a start time of the television program, and a channel on which the television program can be viewed (see, e.g., p. 16 lines 1-5); logic configured to present an option to receive an arrangement instruction (see, e.g., p. 18 lines 5-10; and p. 27 lines 1-15) for displaying the program information in one of at least two views (see, e.g., p. 18 line 10 to p. 20 line 2; p. 20 lines 2-15; p. 20 line 15 to p. 21 line 10; p. 21 line 10 to p. 22 line 5; p. 22 line 5 to p. 23 line 5; p. 23 line 5 to p. 24 line 10; p. 24 line 10 to p. 25 line 5; p. 25 line 5 to p. 25 line 25; p. 26 line 1 to p. 27 line 5; and FIGs. 6-14) including at least a first view and a second view, wherein the first view includes television program titles arranged in columns corresponding to sequential broadcast times and in rows corresponding to sequential channels (see, e.g., p. 18 line 10 to p. 20 line 2; p. 20 lines 2-16, FIG. 6; and FIG. 7), and wherein the second view includes television program titles arranged in rows corresponding to sequential broadcast times (see, e.g., p. 20 line 15 to p. 21 line 10; p. 21 line 10 to p. 22 line 5; p. 22 line 5 to p. 23 line 5; p. 23 line 5 to p. 24 line 10; p. 24 line 10 to p. 25 line 5; p. 25 line 5 to p. 25 line 25; p. 26 line 1 to p. 27 line 5; and FIGs. 8-14); and logic configured to change the display screen from a program view predominantly showing a television program to an IPG view predominantly showing program information in a view corresponding to the received arrangement instruction, wherein the logic configured to change is responsive to receiving an activation instruction from a viewer (see, e.g., p. 13 lines 15-25; p. 16 lines 5-15; and p. 18 lines 5-20); and logic configured to

center the sequential channels on the channel corresponding to a current program to which the STT is tuned and to highlight the one of the television program channels that corresponds to the current program, wherein the logic configured to center and highlight is responsive to receiving a focus instruction subsequent to the activation instruction (see, e.g., p. 19 line 15 to p. 20 line 2; p. 20 lines 5-15; p. 30 lines 20-25; p. 21 lines 15-20; p. 22 lines 15-25; p. 23 lines 5-15; p. 23 line 20 to p. 24 line 10; p. 25 lines 1-5; p. 25 lines 15-25; and p. 26 lines 15-20).

VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

The following grounds of rejection are to be reviewed on appeal.

A. Claims 121-144 stand rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over *LaJoie et al.* (U.S. Patent No. 5,850,218) in view of *Rowe et al.* (U.S. Patent No. 5,812,123).

VII. ARGUMENT

A. Rejection of Claims 121-144 under 35 U.S.C. §103: *LaJoie et al.* and *Rowe et al.*

Appellant respectfully traverses this rejection for at least the following reasons. It is well established at law that, for a proper rejection of a claim under 35 U.S.C. §103 as being obvious based upon a combination of references, the cited combination of references must disclose, teach, or suggest (either implicitly or explicitly) all elements/features/steps of the claim at issue. See, e.g., *In re Dow Chemical*, 5 U.S.P.Q.2d 1529, 1531 (Fed. Cir. 1988); *In re Keller*, 208 U.S.P.Q.2d 871, 881 (C.C.P.A. 1981).

1. Independent Claim 121

Appellant respectfully submits that the proposed combination of *LaJoie et al.* in view of *Rowe et al.* fails to teach, disclose or suggest at least “wherein the processor is further configured, **responsive to receiving a focus instruction** subsequent to the activation instruction, to center the sequential channels on the channel corresponding to a current program to which the STT is tuned, and to highlight the one of the television program channels

corresponding to the current program”. The final Office Action alleges that the IPG mode switch in *LaJoie et al.* corresponds to a “focus instruction”, as follows:

LaJoie et al. further discloses that, when the user switches modes in the IPG, the default program highlighted and centered upon entering the new mode corresponds to the program being viewed in program viewing window 340 (col. 26, l. 64-67; col. 27, l. 1-7; col. 28, l. 5-15; & Figs. 16, 19, 20, 22). As such, the examiner interprets the switching of modes to be "a focus instruction, subsequent to the activation instruction, to center the sequential channels to a current program to which the STT is tuned, and to highlight the one of the television program channels corresponding to the current program," as currently claimed.
(final Office Action, p. 3.)

Appellant disagrees for at least the following reason.

Appellant first assumes, for the sake of argument, that the above characterization of *LaJoie et al.* is accurate, and that switching IPG modes results in the program presented in the program viewing window 340 being highlighted and centered in the IPG. Even so, *LaJoie et al.* recites more than just a result of highlighting and centering. According to claim 121, the highlighting and centering behavior occurs in response to a specific “focus instruction”. Appellant respectfully submits that the highlighting and centering behavior in *LaJoie et al.* does not occur in response to a “focus instruction” but instead to a user request to change IPG modes.

The position taken in the final Office Action and the Advisory Action – that an IPG mode switch is the same as a focus instruction – confuses a request for a specific action (switch modes) with a side effect of that action (highlighting and centering). This is analogous to the position that a request to turn power on to a television is equivalent to a request to enable the sound on the television simply because the television enables the sound when powering on. Clearly these two requests are not the same, and neither are the claimed feature and the IPG mode switch behavior in *LaJoie et al.*

Rowe et al. does not cure this deficiency. Therefore, claim 121 is not obvious under the proposed combination of *LaJoie et al.* in view of *Rowe et al.*, and the rejection should be overturned.

2. Independent Claim 129

Appellant respectfully submits that the proposed combination of *LaJoie et al.* in view of *Rowe et al.* fails to teach, disclose or suggest at least “responsive to receiving a focus instruction subsequent to the activation instruction, centering the sequential channels on the channel corresponding to a current program to which the STT is tuned and highlighting the one of the television program channels corresponding to the current program”. The final Office Action alleges that the IPG mode switch in *LaJoie et al.* corresponds to a “focus instruction”, as follows:

LaJoie et al. further discloses that, when the user switches modes in the IPG, the default program highlighted and centered upon entering the new mode corresponds to the program being viewed in program viewing window 340 (col. 26, l. 64-67; col. 27, l. 1-7; col. 28, l. 5-15; & Figs. 16, 19, 20, 22). As such, the examiner interprets the switching of modes to be “a focus instruction, subsequent to the activation instruction, to center the sequential channels to a current program to which the STT is tuned, and to highlight the one of the television program channels corresponding to the current program,” as currently claimed.
(final Office Action, p. 3.)

Appellant disagrees for at least the following reason.

Appellant assumes, for the sake of argument, that the above characterization of *LaJoie et al.* is accurate, and that switching IPG modes results in the program presented in the program viewing window 340 being highlighted and centered in the IPG. Even so, claim 129 recites more than just a result of highlighting and centering. According to claim 129, the highlighting and centering behavior occurs in response to a “focus instruction”. Appellant respectfully submits that the highlighting and centering behavior in *LaJoie et al.* does not occur in response to a “focus instruction” but instead in response to an instruction to change IPG modes.

The position taken in the final Office Action and the Advisory Action – that an IPG mode switch is the same as a focus instruction – confuses a request for a specific action (switch modes) with a side effect of that action (highlighting and centering). This is analogous to the position that a request to turn power on to a television is equivalent to a request to enable the sound on the television simply because the television enables the sound when powering on. Clearly these two requests are not the same, and neither are the claimed feature and the IPG mode switch behavior in *LaJoie et al.*.

Rowe et al. does not cure this deficiency. Therefore, claim 129 is not obvious under the proposed combination of *LaJoie et al.* in view of *Rowe et al.*, and the rejection should be overturned.

3. Independent Claim 137

Appellant respectfully submits that the proposed combination of *LaJoie et al.* in view of *Rowe et al.* fails to teach, disclose or suggest at least “logic configured to center the sequential channels on the channel corresponding to a current program to which the STT is tuned and to highlight the one of the television program channels that corresponds to the current program, wherein the logic configured to center and highlight is **responsive to receiving a focus instruction** subsequent to the activation instruction”. The final Office Action alleges that the IPG mode switch in *LaJoie et al.* corresponds to a “focus instruction”, as follows:

LaJoie et al. further discloses that, when the user switches modes in the IPG, the default program highlighted and centered upon entering the new mode corresponds to the program being viewed in program viewing window 340 (col. 26, l. 64-67; col. 27, l. 1-7; col. 28, l. 5-15; & Figs. 16, 19, 20, 22). As such, the examiner interprets the switching of modes to be “a focus instruction, subsequent to the activation instruction, to center the sequential channels to a current program to which the STT is tuned, and to highlight the one of the television program channels corresponding to the current program,” as currently claimed.
(final Office Action, p. 3.)

Appellant disagrees for at least the following reason.

Appellant assumes, for the sake of argument, that the above characterization of *LaJoie et al.* is accurate, and that switching IPG modes results in the program presented in the program viewing window 340 being highlighted and centered in the IPG. Even so, claim 137 recites more than just a result of highlighting and centering. According to claim 137, the highlighting and centering behavior occurs in response to a “focus instruction”. Appellant respectfully submits that the highlighting and centering behavior in *LaJoie et al.* does not occur in response to a “focus instruction” but instead in response to an instruction to change IPG modes.

The position taken in the final Office Action and the Advisory Action – that an IPG mode switch is the same as a focus instruction – confuses a request for a specific action (switch modes) with a side effect of that action (highlighting and centering). This is analogous to the position that a request to turn power on to a television is equivalent to a request to enable the sound on the television simply because the television enables the sound when powering on. Clearly these two requests are not the same, and neither are the claimed feature and the IPG mode switch behavior in *LaJoie et al.*.

Rowe et al. does not cure this deficiency. Therefore, claim 137 is not obvious under the proposed combination of *LaJoie et al.* in view of *Rowe et al.*, and the rejection should be overturned.

4. Dependent Claims 122-128, 130-136, and 138-144

Appellant respectfully submits that dependent claims 122-128, 130-136, and 138-144 are allowable for at least the reason that each depends from an allowable claim. *In re Fine*, 837 F.2d 1071, 5 U.S.P.Q. 2d 1596, 1598 (Fed. Cir. 1988). Therefore, Appellant respectfully requests that the rejection of claims 122-128, 130-136, and 138-144 be overturned.

B. Conclusion

For at least the reasons discussed above, Appellants respectfully request that the Examiner's final rejections of claims 121-144 be overturned by the Board, and that the application be allowed to issue as a patent. In addition to the claims listed in Section VIII (CLAIMS – APPENDIX), Section IX (EVIDENCE – APPENDIX) included herein indicates that there is no additional evidence relied upon by this brief. Section X (RELATED PROCEEDINGS – APPENDIX) included herein indicates that there are no related proceedings.

Respectfully submitted,

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VIII. CLAIMS – APPENDIX

121. A set-top terminal (STT) comprising:

memory configured to store an interactive program guide (IPG), the IPG configured to display, on a display screen, program information related to a plurality of television programs, the program information for each television program including at least a title of the television program, a start time of the television program, and a channel on which the television program can be viewed; and

a processor in communication with the memory, the processor configured to control the IPG to display the program information;

wherein the processor is further configured to receive an arrangement instruction from a viewer to display the program information in one of at least two views including at least a first view and a second view,

wherein the first view includes television program titles arranged in columns corresponding to sequential broadcast times and in rows corresponding to sequential channels, and

wherein the second view includes television program titles arranged in rows corresponding to sequential broadcast times; and

wherein the processor is further configured to, responsive to receiving an activation instruction from a viewer, change the display screen from a program view predominantly showing a television program to an IPG view predominantly showing program information in a view corresponding to the received arrangement instruction; and

wherein the processor is further configured, responsive to receiving a focus instruction subsequent to the activation instruction, to center the sequential channels on the channel corresponding to a current program to which the STT is tuned, and to highlight the one of the television program channels corresponding to the current program.

122. The STT of claim 121, wherein the memory receives the program information from a server.

123. The STT of claim 121, wherein the first view further includes a column of channel names and channel numbers.

124. The STT of claim 121, wherein the processor is further configured to provide an option to a viewer on the IPG view to provide the arrangement instruction.

125. The STT of claim 121, wherein the processor is further configured to enable the viewer to select an option to display the last IPG view that was in effect at the time of exit from an IPG view when the display screen has been changed from the IPG view back to the program view predominantly showing a television program.

126. The STT of claim 121, wherein, in response to receiving the arrangement instruction, the processor is further configured to display the program information in one of at least three views including at least a time view, a theme view, and a title view.

127. The STT of claim 126, wherein the processor is further configured to enable the viewer to select an option to initially display a menu within the at least three views, the menu enabling the user to select the time view, theme view, or title view.

128. The STT of claim 127, wherein the processor is further configured to enable the viewer to select an option to disable the display of the menu.

129. A method for presenting information related to a plurality of television programs to a viewer, the method comprising:

storing an interactive program guide (IPG) in a memory unit contained within a set-top terminal (STT), the IPG configured to display, on a display screen, program information related

to a plurality of television programs, the program information for each television program including at least a title of the television program, a start time of the television program, and a channel on which the television program can be viewed;

presenting an option to receive an arrangement instruction from a viewer to display the program information in one of at least two views including at least a first view and a second view,

wherein the first view includes television program titles arranged in columns corresponding to sequential broadcast times and in rows corresponding to sequential channels, and

wherein the second view includes television program titles arranged in rows corresponding to sequential broadcast times; and

responsive to receiving an activation instruction from a viewer, changing the display screen from a program view predominantly showing a television program to an IPG view predominantly showing program information in a view corresponding to the received arrangement instruction; and

responsive to receiving a focus instruction subsequent to the activation instruction, centering the sequential channels on the channel corresponding to a current program to which the STT is tuned and highlighting the one of the television program channels corresponding to the current program.

130. The method of claim 129, further comprising receiving the program information from an IPG server.

131. The method of claim 129, wherein the first view further includes a column of channel names and channel numbers.

132. The method of claim 129, wherein the option to receive the arrangement instruction is presented from the IPG view.

133. The method of claim 129, further comprising enabling the viewer to select an option to display the last IPG view that was in effect at the time of exit from an IPG view when the display screen has been changed from the IPG view back to the program view predominantly showing a television program.

134. The method of claim 129, wherein the at least two views comprises at least three views including at least a time view, a theme view, and a title view.

135. The method of claim 134, further comprising enabling the viewer to select an option to initially display a menu to be displayed within the at least three views, wherein the menu enables the user to select the time view, theme view, or title view.

136. The method of claim 135, further comprising enabling the viewer to select an option to disable the display of the menu.

137. A computer-readable medium having a stored computer program for a set-top terminal (STT) to present information related to a plurality of television programs to a viewer, the program comprising:

logic configured to store an interactive program guide (IPG), the IPG configured to display program information describing a plurality of television programs, the program information for each television program comprising a title of the television program, a start time of the television program, and a channel on which the television program can be viewed;

logic configured to present an option to receive an arrangement instruction for displaying the program information in one of at least two views including at least a first view and a second view,

wherein the first view includes television program titles arranged in columns corresponding to sequential broadcast times and in rows corresponding to sequential channels, and

wherein the second view includes television program titles arranged in rows corresponding to sequential broadcast times; and

logic configured to change the display screen from a program view predominantly showing a television program to an IPG view predominantly showing program information in a view corresponding to the received arrangement instruction, wherein the logic configured to change is responsive to receiving an activation instruction from a viewer; and

logic configured to center the sequential channels on the channel corresponding to a current program to which the STT is tuned and to highlight the one of the television program channels that corresponds to the current program, wherein the logic configured to center and highlight is responsive to receiving a focus instruction subsequent to the activation instruction.

138. The computer-readable medium of claim 137, the program further comprising:
logic configured to receive the program information from an IPG server.

139. The computer-readable medium of claim 137, wherein the first view further includes a column of channel names and channel numbers.

140. The computer-readable medium of claim 137, wherein the option to receive the arrangement instruction is presented from the IPG view.

141. The computer-readable medium of claim 137, the program further comprising:
logic configured to enable the viewer to select an option to display the last IPG view that was in effect at the time of exit from an IPG view when the display screen has been changed from the IPG view back to the program view predominantly showing a television program.

142. The computer-readable medium of claim 137, wherein the at least two views comprises at least three views including at least a time view, a theme view, and a title view.

143. The computer-readable medium of claim 142, the program further comprising:
logic configured to enable the viewer to select an option to initially display a menu to be displayed within the at least three views, wherein the menu enables the user to select the time view, theme view, or title view.

144. The computer-readable medium of claim 143, the program further comprising:
logic configured to enable the viewer to select an option to disable the display of the menu.

IX. EVIDENCE – APPENDIX

None.

X. RELATED PROCEEDINGS – APPENDIX

None.